

Rep Order# 8843299 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 48244

Printed: 09/20/2012 9:22 AM  
Last Received: 09/20/2012 9:15 AM  
Showing Buylines: All Lines

1 of 2

Station KUOW-TV SALT LAKE CITY  
Advertiser ( ) PATRIOT MAJORITY  
Product PATRIOT MAJORITY  
Estimate# 1548  
Buyer Spencer Wood  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 79/86/1548  
Flight Dates 10/02/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAN FOX  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REV ADVERTISER AND PRODUCT  
HAVE SENT NEW AND BY EMAIL

*W no Howard Masouh*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6P-630P	TWO AND HALF MEN	:30	\$700.00	10/02-10/12	2	2	4	\$2,800.00	
	2	TU-F	630P-7P	THE BIG BANG THEORY	:30	\$800.00	10/02-10/12	2	2	4	\$3,200.00	
	3	SA	7P-8P	BONES	:30	\$125.00	10/06-10/13	1	2	2	\$250.00	
	4	SA	1030P-12A	SATURDAY NIGHT LIVE	:30	\$600.00	10/06-10/13	1	2	2	\$1,200.00	

---REPORT TOTALS---

Report Totals: 12 / \$7,450.00

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$7,450.00

Sales Totals: 12 / \$7,450.00

Station Totals: 12 / \$7,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$255,137

CABL

0%

KJZZ

0%

KPNZ

0%

KSL

29%

KSTU

26%

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Product PATRIOT MAJORITY  
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Fax#

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KTVX 21% KUCW 2% KUPX 0% KUTV 19% UNKN 0%

Books null  
Demos RA35+